

1. (Twice Amended) A system for launching an advertisement on a computer, comprising:

a computer having an audio input interface and a display;

an audio output acoustically coupled from a receiver of a broadcast source to said audio input interface for providing an audio signal having encoded therein an advertisement; and

a computer program operable on said computer and responsive to said audio signal output from said receiver of said broadcast source for reproducing said advertisement upon said display.

10. (Twice Amended) A method for launching an advertisement on a computer comprising the steps of:

providing a computer having an audio input interface responsive to an audio signal output from a receiver of a broadcast source and a display coupled to the computer;

receiving the audio signal output having advertising information encoded therein at the audio input interface and decoding the advertising information for processing by the computer; and

initiating execution of a computer program on the computer responsive to the audio signal having the encoded advertising information.

### REMARKS

Applicants have carefully reviewed the Office Action dated March 29, 2002. Applicants have amended Claims 1 and 10 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.